



Is China a new goldmine for cruise companies ?

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Résumé en anglais	<p>The objective of this chapter is to understand the current situation regarding cruising in China, based on research that has been undertaken since 2010, looking at the adaptation of products (routes, facilities) to meet the expectations of Chinese cruise passengers, as well as what these customers do whilst onboard. The results of this analysis are presented in two stages. The first part looks at the factors in the emergence of cruising in China that led to the increase in supply. It analyses the offers available from international companies in terms of vessels, cruise duration and routes leaving from Chinese ports. It is shown that cruising has attracted enormous interest from Chinese customers, which has encouraged the stakeholders to keep innovating. The options available have increased significantly in just the past decade. The second part analyses the popularity of this activity among cruise passengers who have recently discovered the industry, a population with a radically different lifestyle compared to the onboard standards offered by US and European companies. The importance of the concept of cruising experience is stressed, then the activities of Chinese cruise passengers are discussed. Finally, the importance accorded to cruising as a factor of social valuation and distinction is examined.</p>
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